

Organ plays at 9, 11 and 5:15
Melody and Chimes at Noon

WANAMAKER'S Store Opens at 9

WANAMAKER'S Store Closes at 5:30

WANAMAKER'S WEATHER Fair

Choose Where None but the World's Best Gathers and Let Wanamaker Service Make Your Minutes Doubly Useful

Our Much-Liked Building, So Safe, Strong and Healthful is worthy of the solidified centuries-old gravel foundations on which it rests.

We are earnestly working towards making the business transacted within its walls worthy of this great city in which it is located, and of these times that require uprightness and integrity in all transactions of its business men.

[Signed] **John Wanamaker**
November 28, 1922.

Service Make Your Minutes Doubly Useful



At the Opera, the ball or wherever society gathers is seen the brilliance of garb and the glimmer of jewels that reflect the magnificence of Wanamaker's.

Precious stones, flowing gowns of the softest silks or glittering metal fabrics, all enfolding wraps of all fur or rich, shimmering cloth trimmed with fur.

These and other things dear to the heart of the social world are here as they can be found nowhere else—gathered from far lands by experts who love them.

Women's Afternoon Frocks, Special at \$50

Made of beautiful materials, such as the heavy novelty silk crepes, in fine shades of brown, taupe, navy and black; and the Paisley printed crepes in the most delicate color schemes. The styles are rather quiet and good—one or two with collars high at the back; one or two coat models; several with the charming and picturesque sleeves which are so important an item this year in Fashion's budget.

In the group are more of the combination dresses with duvetyne skirts and gayly printed blouses.

Price \$50.
(First Floor)

Every Other Woman Wants a Dark Blue Blouse

More dark blue silk blouses are here than any other kind, including many pretty new styles.

The favorites are hip-length overblouses and jacket blouses in crepe de chine, Canton crepe and charmeuse. There are so many shades of dark blue that almost any suit or skirt can be matched.

Some are all of one color, others are a combination of colors and the trimmings include the new Persian embroideries, braiding and novel beaded effects. Prices from \$8.85 to \$25.

(Third Floor)

Dainty Fur-Edged Motor Boots are the most comfortable things imaginable to slip on over frail evening slippers. The motorcar is not the only place to enjoy them, either.

They are gracefully shaped, with sufficient arch and heel to accommodate a high-arched slipper. The rubber sole is heavy enough to protect from damp sidewalks, yet not heavy enough to be clumsy.

In black velvet, \$10 a pair. In black kidskin, \$12. Both have quilted white lining, and fur edging.

(First Floor)

Never Were There Such Lovely Coats for Young Women

NEVER were coatings so rich in texture nor beautiful furs used in so many ways in the trimming.

As an illustration, one of the newly arrived coats in a wonderful soft bolivia, with a high luster, has a high turnover collar of squirrel coming well up over the ears. The deep, wide cuffs are of the same fur and a strip of the fur goes all the way from the collar to the cuffs. Priced \$250.

Another in lustrous black silk-and-wool duvetyne has the straight-line back with narrow side panels and the large shawl collar and cuffs are of black fox. It fastens at one side with a clasp. The price is \$195.

But there are new styles innumerable in the handsomer fur-trimmed coats in bolivia and duvetyne with gray and dyed squirrel, beaver, taupe-dyed wolf and platinum wolf, black wolf, black fox and kit fox.

Prices start at \$110 and go gradually to \$225.

(Second Floor)

"The Only Place I've Found Spats That Fit"

is what more than one woman is saying of Wanamaker's.

We think it more important to carry a few good kinds that will fit and wear well, than many indifferent kinds that won't.

Fine kersey cloth, silky as broadcloth, in light or dark tan, gray or black, \$3 a pair.

Box cloth, in the heavier English style, light or dark gray, light or dark tan, \$5 a pair.

(First Floor)

Easier to Be Thankful Under a Becoming Hat

Every woman knows the truth of that!

Many women know that the surest place to find just the right kind of hat for any occasion is in the Wanamaker Millinery Salons.

Frequent little hats to wear above fur coats at the game. Lovely millinery for the matinee and social occasions. Many particularly smart models are lightly touched with fur, while others have entire brims or crowns of fur.

"Wanamaker" in the lining is certain guarantee of smart and exclusive millinery.

(Second Floor)



Paris Loves Color in a Handkerchief

So it is not at all strange that the prettiest colored handkerchiefs for women come from Paris.

The colors are exquisite and there is such an assortment that one can match dresses, scarfs, hats and so on without trouble. A set of six in different colors or patterns makes a gift that any woman would welcome.

Prices from 75c to \$3.50 each. With colored initials, \$1.25 and \$1.50 each.

(Main Floor)

Every Woman Seems to Want Pretty Sports Hose

Every woman who is going to seek fun outdoors on Thanksgiving, certainly does, and there never was a greater selection, nor prettier kinds.

Plenty of part-wool, all-wool and fine cashmere stockings between \$1.25 and \$1.50, also silk-and-wool stockings in many styles between \$2 and \$11.50.

There are the clocked stockings, with narrow side panels and the large shawl collar and cuffs are of black fox. It fastens at one side with a clasp. The price is \$195.

But there are new styles innumerable in the handsomer fur-trimmed coats in bolivia and duvetyne with gray and dyed squirrel, beaver, taupe-dyed wolf and platinum wolf, black wolf, black fox and kit fox.

Prices start at \$110 and go gradually to \$225.

(First Floor)

Best English Corduroys at Half, Now \$1

What are known as "hollow cut" corduroys—the best made. All that are left are gray, tan and fawn, burgundy, blue and red.

Therefore take them at \$1 a yard. Up to now they have been exactly double.

All are fast color, 27 inches wide, and the colors, though limited, are particularly good.

(First Floor)

A Little Rug Here and There Makes a Whole Home Seem Different

Just a spot of color at the doorway, or this place and that—it saves the big rug and helps the whole room be bright and cheerful.

Axminster
27x54 in., \$1.15 to \$5.75
36x70 in., \$8.50 to \$9.75
4x6x8 ft., \$19.50 to \$19.50

Wiltons
27x54 in., \$9 to \$11
36x70 in., \$15 to \$22
4x6x8 ft., \$22 to \$19.50

(Seventh Floor)

A Little Gift for a Woman Friend

Sometimes it is hard to find, especially at a moderate price, but the Notion Store is full of just such little gifts and they are all useful.

Pin cushions, wool filled, covered with silk or ribbon, 40c to \$1.50.

Chatelaine sewing sets, 40c and 60c.

Silk-covered padded dress hangers, 85c to \$1.50.

Lingerie sets, 35c to 65c.

(Main Floor)

Silk Chemises Priced \$5

Of fresh and orchid colored tulle and crepe de chine, they are particularly appropriate for Christmas because of the flit and French knots and the finish of points.

Three styles, each \$5.

(Third Floor)

Heaps and Heaps of Warm Wool-Filled Quilts, \$7 to \$12.50

They are satene-covered quilts, in a selection of patterns and colors that must meet every imaginable taste.

Mostly floral designs of the all-over kind, but at \$10 there is an attractive choice in plain colors and at \$12.50, an interesting group in plain colors, self-striped.

Every one a quilt of quality priced lower than the market value. \$7, \$8.50, \$10, \$12 and \$12.50.

(Sixth Floor)

Fine Diamond Jewelry Is the Gift of Love

There is an intimate personal touch to it that is a constant reminder of the giver.

It is a gift that will give pleasure for years and which has a tendency to increase rather than to decrease in value.

In anticipation of the increasing number of diamond jewelry gifts at Christmas, the Jewelry Store has added a large number of beautiful new pieces to its collection. All are platinum mounted.

Diamond rings, \$93 to \$7400.
Diamond bar pins, \$150 to \$1435.
Diamond circle brooches, \$200 to \$725.
Diamond lavallieres, \$125 to \$240.
Diamond bracelets, \$205 to \$1075.
Diamond cuff links, \$50 to \$150.
Diamond scarf pins, \$30 to \$285.

(Main Floor)

There Is One Kind of Piano You Cannot Afford to Buy

IT IS not necessarily the piano that costs the most. It is the piano that—no matter what it sells for—is worth the least.

No sensible person wants to run the risk of putting money into a piano built merely to sell—a piano that is a box of wood and metal, and not much else.

The safest way to be certain of getting an instrument of high musical quality and unquestionable merit is to choose a piano with an established reputation for such. For almost a century

The Chickering
The Schomacker
and the celebrated
Knabe

have been among the five leading pianos in America.

Any musician will affirm their excellence and their superiority.

Any one of them is certain to give full value in delight and satisfaction for a lifetime.

In Philadelphia you can buy them only at Wanamaker's, priced from \$725 upward, on terms to suit your convenience.

(Second Floor)

Fine Umbrellas for Gifts

Some with simple sticks with gold tops, others with tops of gold and amber and all with amber tips. This group is priced \$15 to \$30. All the gold, incidentally, is 14 kt.

The silver handled group shows the silver treated with uncommon delicacy—the designs often pierced, and the loops and chains light and graceful.

A few have vanity cases attached to the loops. Prices \$15 to \$25.

(Main Floor)

It's a Mighty Cozy Feeling to Snuggle Down in a Muffler

Every man and woman at the football game, every motorist, every one who ventures outdoors for sport on Thanksgiving, certainly will go snuggled in a muffler.

A few have vanity cases attached to the loops. Prices \$15 to \$25.

(Main Floor)

Last-Minute Needs in China and Glass

Thin-blown etched tumblers, straight shape, full size, \$1.20 a dozen.

Sherberts, goblets, footed ice creams, etched and cut, odd lots and discontinued patterns, 25c each.

Imported colored glass fruit bowls with separate black bases, 12 inches in diameter, flare shaped, choice of four colors, special at \$3.50.

(Fourth Floor)

It'll Be a Warm Thanksgiving Day, for Some Men

Happy, too, if he has a big, robust overcoat that even looks full of comfort.

No doubt about it—sharp winds will blow and the frost that made persimmons ripe will make the football crowd stand on edge—every man on the street, every man at the club and every man yelling from the old grandstand will "give thanks" for an overcoat.

The bigger the better, the smarter the better and

The Best Overcoats Right Now Are at Wanamaker's

The best and most likely the most—at least, the biggest variety of fashionable ones.

There's an overcoat for any man, in those soft, mellow-looking fabrics; in the big, heavy warm-looking goods or the hard, sturdy cloths that laugh at wear.

In every style, too. There are belts in the back, belts all around, or the loose, free coats with no belts at all.

In colors as light as a Thanksgiving heart—tans, grays, overplains and mixtures. And there are hosts of the dark, year-in, year-out colors as well.

The biggest selection is around \$50, but there are overcoats for as little as \$30 or as good as \$100 should buy.

(Third Floor)



Scotch Knitted Wool Gloves for All the Family

From Dumfries, from Edinburgh, from towns where for years the Scots have been making warm, well-fitting, durable gloves, unequalled yet by any other wool gloves made.

Wonderful for motoring, for sports, for school and business, and for all finger-nipping weather.

For Women
Short gloves in the firm basket-weave knitted wool or the softer brushed wool, each \$1.75 a pair; and fine cashmere wool glove at \$4.50.

Longer gauntlet styles, which may be pulled well up over the arm, \$1.85 and \$2 a pair. With fancy top or gay color-lined cuffs, \$3.

For Men
Hard-knitted or brushed wool slip-ons, or one-clasp leather-bound wool gloves, \$1.50 a pair. With heavy double wrist, \$2.

Seamless-wool-lined knitted wool, natural camel's-hair, or the soft, light Shetland wool, \$2.50 a pair. Alpaca wool, \$3.50.

For Children
Hard-knitted wool, 85c, and camel's hair, \$1.25 a pair.

(Main Floor)

The Thanksgiving Surprise Box of Candy, \$2

How sweet its contents are! Each in its own box: a pound, each, of chocolate-covered nougat, assorted crisp wafers, old-fashioned cream mint, and assorted caramels. Then, there's a browned, cream coconut turkey. All deliciously fresh.

Also three gay, snapping bonbons, to say "Hurrah for Thanksgiving," and all in a big white box with a huge yellow rosette.

(Down Stairs Store)

Artists' Supplies

Drawing sets—two sizes—\$2.75 to \$6.

Water-color paints with cards to be colored, 75c.

Fitted boxes of water colors, up to \$3.75.

(Fifth Floor)

Bath Towels and Mats Attractively Boxed in Sets

Called bath sets and can be had in various combinations.

A set of seven pieces comprises two guest towels, two regular towels, two wash cloths and a bath mat.

Choice of color effects in pink, blue, gold and lavender. Price, \$6.75 a set.

Another set consists of one regular towel, two guest towels, two wash cloths, with a crochet edge—\$10 a set.

At \$1.75 a set there are two regular towels and two wash cloths, hemmed and with borders in either pink or blue.

(First Floor)

Good Shoes and Good Oxfords, Too, to Take Men Out Holiday-ing

Young men, taking alone in step with fashion, will take oxfords; the rest may insist upon high shoes.

It makes no difference—the same last and the same leather can be had in either of the same price, \$9.95.

As new as the falling snow in fashion—built along lines that have come to be called "rough," of grained calfskin in either tan or black.

The white oak soles are attached aloft and rubber heels are already on.

(Main Floor)

New Chinese Rugs—Delightful Gift Pieces

Several babies newly opened bring an attractive choice of just such pieces as are sorely sought after for gifts.

Blue, gold, tawny yellow and cream and mahogany predominant.

In the colorings and the designs are the most desirable floral and conventional type.

Size 3x5 ft., \$30 to \$35; 3x6 ft., \$35 to \$65; 4x7 ft., \$85 to \$95; 5x8 ft., \$130 to \$145.

(Seventh Floor)

The Great Toy Store, Right Now, Is at Its Christmas Best